

CAMBRIDGE DEFENSIVE PROGRAM

<u>SECTION/ REGION</u>	<u>PROGRAM</u>	<u>BIG1F CARTONS</u>	<u>\$6.00</u>	<u>\$6.50</u>	<u>\$7.00</u>
REGION 3	200 Maxi Volume outlets 750 deals/ store-- 4 sales period	600,000 Deals 360	1,200,000 cartons	1,200,000 Cartons	1,200,000 Cartons
SECTION 43	210 Mega Volume outlets	108,000 Deals	216,000 Cartons	216,000 Cartons	216,000 Cartons
	Other Mega Volume Outlets	292,000 Deals	584,000 Cartons	584,000 Cartons	584,000 Cartons
	Total Deals/Cartons	1,000,000 Deals	2,000,000 Cartons	2,000,000 Cartons	2,000,000 Cartons
	Cost	Factory Supplied: \$6.10/Ctn.*	\$6.10/Ctn.	\$6.60/Ctn.	\$7.10/Ctn.
		Wholesale \$14.50/Ctn. +			
	Total Cost	Factory -- \$6.10M Wholesale - \$14.5M	\$12.2M	\$13.2 M	\$14.2 M
	Units Moved	240 M	240 M	240 M	240 M
	Cost/1000	Factory -- \$15.25 Wholesale -- \$36.25	\$30.50	\$33.00	\$35.50
		* Carton Cost Inc. FET - \$3.50 State Sales Tax - \$2.50 Change of Enclosures - .10 ----- \$ 6.10 + Wholesale Cost \$12.00 State Sales TX 2.50 ----- \$14.50			

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	Units Moved		240 M	240 M	240 M
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		* Carton Cost Inc. FET - \$3.50 State Sales Tax - \$2.50 Change of Enclosures - .10 ----- \$ 6.10 + Wholesale Cost \$12.00 State Sales TX 2.50 ----- \$14.50			

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CAMBRIDGE DEFENSIVE PROGRAM

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REGION 3	200 Maxi Volume outlets 750 deals/ store-- 4 sales period	600,000 Deals 360	1,200,000 cartons	1,200,000 Cartons	1,200,000 Cartons
SECTION 43	210 Mega Volume outlets	108,000 Deals	216,000 Cartons	216,000 Cartons	216,000 Cartons
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CAMBRIDGE DEFENSIVE PROGRAM

<u>SECTION/ REGION</u>	<u>PROGRAM</u>	<u>BIGLF CARTONS</u>	<u>\$6.00</u>	<u>\$6.50</u>	<u>\$7.00</u>
REGION 3	200 Maxi Volume outlets 750 deals/ store-- 4 sales period	600,000 Deals 3,000	1,200,000 cartons	1,200,000 Cartons	1,200,000 Cartons
SECTION 43	210 Mega Volume outlets	108,000 Deals	216,000 Cartons	216,000 Cartons	216,000 Cartons
	Other Mega Volume Outlets	292,000 Deals	584,000 Cartons	584,000 Cartons	584,000 Cartons
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	Cost	Factory Supplied: \$6.10/Ctn.*	\$6.10/Ctn.	\$6.60/Ctn.	\$7.10/Ctn.
		Wholesale \$14.50/Ctn. +			
	Total Cost	Factory -- \$6.10M Wholesale - \$14.5M	\$12.2M	\$13.2 M	\$14.2 M
	Units Moved	240 M	240 M	240 M	240 M
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<u>SECTION/ REGION</u>	<u>PROGRAM</u>	<u>B1G1F CARTONS</u>	<u>\$6.00</u>	<u>\$6.50</u>	<u>\$7.00</u>
REGION 3	200 Maxi Volume outlets 750 deals/ store-- 4 sales period	600,000 Deals 3600	1,200,000 cartons	1,200,000 Cartons	1,200,000 Cartons
SECTION 43	210 Mega Volume outlets	108,000 Deals	216,000 Cartons	216,000 Cartons	216,000 Cartons
	Other Mega Volume Outlets	292,000 Deals	584,000 Cartons	584,000 Cartons	584,000 Cartons
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